

KATIE IRVING

EXECUTIVE PRODUCT STRATEGIST

Whitespace Forecasting & Product Innovation

katieirvingcreative@gmail.com
katieirvingcreative.com
themoonshotagency.co
linkedin.com/inkatieirvingcreative/
917-992-1672

Katie Irving is an Executive Strategist with two decades of demonstrated success uncovering growth opportunities and driving industry-leading product innovation for global fashion brands & retailers.

Leading the future of forecasting, Katie combines quantitative & qualitative data, consumer insights, market analysis and product expertise to uncover future growth opportunities for the world's leading brands.

In recent years, Katie has consulted for more than 15 apparel brands, leading best-in-class strategic projects in the following areas:

Growth

Identifying new growth categories, regions and/or consumer groups

Innovation

Industry-Leading Product Innovation
(Functionality, Lifestyle, End-Use)

Strategy

Brand Strategy: combining consumer, market and future insights to drive market differentiation

Transformation

Retail transformation & long-range planning

Katie has worked with brands including:

FARFETCH

 **ATHLETA**

GILLY HICKS

GAP

Chloé

 **HOLLISTER**

 **UNDER ARMOUR**

Walmart 

WGSN

 **TARGET**

Abercrombie & Fitch

L.L.Bean

 **KANGOL**

**PAYAL
KHANDWALA**
BOMBAY

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EXPERIENCE

Moonshot

Founder & Executive Consultant

2020-Present

- Moonshot is a whitespace forecasting agency that uncovers growth opportunities and drives product innovation for fashion brands & retailers.
- Clients include: Farfetch, WGSN, GAP, Athleta, Walmart, Target, Under Armour, LL Bean, Kangol, Weihai Luda

WGSN

Consulting Director, Fashion (NAM & EMEA)

2021-2022

- Led and grew WGSN's fashion consulting business within north America and Europe
- Developed best-in-class research methodologies, integrating proprietary data sources
- Partnered with executive teams from leading NA & EMEA retailers to deliver transformational consulting projects across multiple disciplines: Marketing, Merchandising, Design, and Sourcing
- Keynote speaker

Abercrombie & Fitch

Senior Director of Concept

2014-2019

- Abercrombie Kids: developed brand positioning, product strategy and trend forecasting that restored growth & profitability
- Launched industry-leading concepts including gender-inclusive apparel and comfort innovation
- Developed customer-centric design methodologies that were adopted across A&F's brand portfolio

Hollister Co.

Designer, Concept

2013-2014

Gilly Hicks

Brand Launch Team

Designer, Concept

2008-2013

Elie Tahari, NYC

Lead Textile Designer

2007-2008

Chloé, Paris

Assistant Designer to Phoebe Philo

2004

SKILLS

Executive Consulting & Project Management
Qualitative & Quantitative Consumer Research
Market & Competitive Analysis
Forecasting Methodology
Product Forecasting & Innovation
Brand & Product Strategy
Team Leadership & Mentor
Keynote Speaker & Panelist
Presentations

MEMBERSHIPS & ADVISORY

The Board

Founding Member

2021-Present

A vetted community of C-Level talent spanning all aspects of Marketing, Content, Creative, Finance, Operations and Growth within Luxury, Beauty & Retail

Shopsight

Advisory Board Member

2024-Present

Transforming the consumer retail experience through the power of AI

The What Alliance

Member

2023-Present

A premium professional network of diverse, influential, supportive women across the country making bold moves together.

EDUCATION

Chelsea College of Arts

University of the Arts, London, UK

Master's Degree: Textile Design, Womenswear
2005 - 2007

BA Honours Textile Design, Womenswear

2002 - 2005

London College of Fashion

University of the Arts, London, UK

Foundation Degree, Art and Design

2001 - 2002